

## **City of Sunnyvale**

### **Program Performance Budget**

#### **Program 247 - Economic Development**

##### **Program Performance Statement**

Promote and maintain a strong and diverse local economy to provide jobs and services for our residents and tax revenue for the City to fund public services, by:

- Attracting and assisting targeted businesses to locate in Sunnyvale,
- Establishing positive relationships with individual businesses to encourage them to remain and expand in Sunnyvale,
- Promoting investment and reinvestment in Sunnyvale's industrial neighborhoods to provide appropriate amount and mix of Class A, B and C buildings,
- Supporting and attracting businesses which provide a variety of needed retail and other services for our residents at locations which are convenient for them,
- Managing the redevelopment of the downtown in a manner which creates a vital and attractive commercial, social and symbolic center of the City, and
- Maintaining a business-friendly attitude among City employees and elected officials and utilizing their regular contacts with the business community as tools in the economic development program.

##### **Notes**

1. Advertising: The advertising campaign targets national trade publications such as Site Selection Magazine, Expansion Management Magazine and the Business Journal special publications (Bio Magazine and Tech Magazine inserts) aimed at promoting the City as a good place to do business and attracting companies to Sunnyvale. These publications have national distribution. It will also include advertising for the Shop Sunnyvale campaign, promotion of resources to businesses and ads inviting companies to public forums and other special events.
2. Trade Shows/Special Events: As part of the business attraction efforts and generating leads for attracting new companies, the budget for special events will support the participation in national and international trade shows, including BIO (Bio Industry Organization international trade show), CoreNET (Construction and Real Estate Network), International Council of Shopping Centers, Medical Device and Manufacturing and Gene Acres (BayBio annual conference booth). The budget also supports participation in the TeamCA trade show booth as a direct member for greater visibility and name recognition.
3. Membership Fees: In addition to membership in professional organizations (International Economic Development Council, California Economic Development Association, ICMA), the membership fees budget supports business retention and attraction networking opportunities through the California Downtown Association, BayBio, International Council of Shopping Centers, CoreNET and the California Redevelopment Association.
4. Professional Services: Professional services include three banner change-outs per year, the annual service for email communications to businesses and LoopNet (online search for available commercial and industrial properties in Sunnyvale).
5. Events: The City hosts three major business-related events each year. The Rising Star Breakfast recognizes companies that have received awards for growth, philanthropy or other recognition from their industry peers. Approximately twenty to twenty-five businesses are recognized annually by the City. The event is open to the public and other businesses are invited to attend. This event provides opportunities for making direct connections and future business visits. Costs include the event venue, food, awards, advertising and staff hours. The Business Resource Fair is co-sponsored with several business groups and provides onsite resources for small and ethnic businesses. Approximately thirty-five business resource groups have booths and more than 125 businesses have attended. Costs include the event venue, advertising and staff time. The Career and Job Fair is held annually in conjunction with NOVA at Fremont High School. An average of forty businesses participate to talk to students about career opportunities and seasonal job opportunities. Companies are invited to make presentations to the students. The cost for this event is staff time.

**City of Sunnyvale  
Program Performance Budget**

**Program 247 - Economic Development**

**Program Measures**

**Quality**

|  | <b>Priority</b> | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|--|-----------------|------------------------------|------------------------------|
| * Businesses receiving site location assistance are satisfied with support received.                   | I               |                              |                              |
| <b>- Percent Satisfied</b>   |                 | <b>85.00%</b>                | <b>85.00%</b>                |
| - Number of Businesses Supported   |                 | 10.00                        | 10.00                        |
| * Businesses receiving development permitting assistance are satisfied with support received.          | I               |                              |                              |
| <b>- Percent Satisfied</b>   |                 | <b>85.00%</b>                | <b>85.00%</b>                |
| - Number of Businesses Supported   |                 | 42.00                        | 42.00                        |
| * Businesses surveyed rate the City as a good place to do business.                                    | I               |                              |                              |
| <b>- Percent Achieved</b>  |                 | <b>85.00%</b>                | <b>85.00%</b>                |
| * Downtown businesses and residents are satisfied with development progress in the redevelopment area. | I               |                              |                              |
| <b>- Percent Satisfied</b>   |                 | <b>75.00%</b>                | <b>75.00%</b>                |
| * Resident survey respondents visit downtown five or more times per year.                              | D               |                              |                              |
| <b>- Percent Achieved</b>  |                 | <b>80.00%</b>                | <b>80.00%</b>                |

**Productivity**

|  |   |                |                |
|--|---|----------------|----------------|
| * Redevelopment Agency legally mandated reports are completed on time.   | M |                |                |
| <b>- Percent of Reports Completed On Time</b>  |   | <b>100.00%</b> | <b>100.00%</b> |
| - Number of Reports  |   | 3.00           | 3.00           |
| * New jobs are created by companies retained or attracted by Economic Development.   | C |                |                |
| <b>- Total Number of New Jobs</b>  |   | <b>800.00</b>  | <b>800.00</b>  |
| - Number of Businesses Assisted  |   | 42.00          | 42.00          |
| * Information/Action Items-Council Directions to Staff for Economic Development are implemented in accordance with schedule. | C |                |                |
| <b>- Percent Implemented</b>   |   | <b>100.00%</b> | <b>100.00%</b> |
| * Businesses contacted about locating in the City actively pursue locations in Sunnyvale.                                    | I |                |                |
| <b>- Percent of Businesses Pursuing Relocation</b>   |   | <b>10.00%</b>  | <b>10.00%</b>  |
| - Number of Contacts   |   | 100.00         | 100.00         |
| * Targeted local businesses are visited by City officials.   | I |                |                |
| <b>- Percent Completed</b>   |   | <b>90.00%</b>  | <b>90.00%</b>  |
| - Number of Visits   |   | 25.00          | 25.00          |

# **City of Sunnyvale** **Program Performance Budget**

## **Program 247 - Economic Development**

### **Program Measures**

#### **Productivity**

- \* Economic Development web site receives planned number of hits.

**- Percent Achieved**

- Number of Web Site Hits

#### **Cost Effectiveness**

- \* New revenue generated from property tax, sales tax and transient occupancy tax from companies assisted by Economic Development exceeds the Economic Development budget.

**- Ratio of New Revenue Generated Compared to Budget**

- Revenue

- Number of Businesses Assisted

#### **Financial**

- \* Actual total expenditures for Economic Development will not exceed planned expenditures.

**- Total Program Expenditures**

| <b>Priority</b> | <b>2006/2007<br/>Adopted</b>           | <b>2007/2008<br/>Adopted</b>           |
|-----------------|--|--|
| D               | <b>85.00%</b><br>33,000.00             | <b>85.00%</b><br>33,000.00             |
| I               | <b>500.00%</b><br>\$3,700,000<br>42.00 | <b>500.00%</b><br>\$3,700,000<br>43.00 |
| C               | <b>\$774,181</b>                       | <b>\$745,634</b>                       |

#### **Priority Legend**

- M: Mandatory
- C: Council Highest Priority
- I: Important
- D: Desirable

**City of Sunnyvale**  
**Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24701 - Business Attraction**

Attract new businesses to the City to create new jobs, services and revenues to support City services, by:

- Marketing the City at trade shows and in professional and trade publications,
- Following up on leads generated through marketing efforts for potential new business development,
- Assisting new businesses to identify and select sites in Sunnyvale, and
- Assisting businesses in obtaining City approvals.

**Notes**

**City of Sunnyvale  
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**Program 247 - Economic Development**

**Service Delivery Plan 24701 - Business Attraction**

|  | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|--|------------------------------|------------------------------|
| <b>Activity 247100 - Make Industry Contacts to Cultivate Business Relationships</b>    |                              |                              |
| Product: A Contact Generated   |                              |                              |
| Costs:   | \$66,386                     | \$68,515                     |
| Products:  | 100                          | 100                          |
| Work Hours:  | 610                          | 610                          |
| Product Cost:  | \$663.86                     | \$685.15                     |
| Work Hours/Product:  | 6.10                         | 6.10                         |
| <b>Activity 247110 - Market the City as a Good Place to Do Business</b>                |                              |                              |
| Product: An Advertisement Piece Placed   |                              |                              |
| Costs:   | \$20,314                     | \$20,784                     |
| Products:  | 6                            | 6                            |
| Work Hours:  | 90                           | 90                           |
| Product Cost:  | \$3,385.69                   | \$3,464.06                   |
| Work Hours/Product:  | 15.00                        | 15.00                        |
| <b>Activity 247120 - Assist New Businesses to Locate Development Sites In the City</b> |                              |                              |
| Product: A Business Assisted   |                              |                              |
| Costs:   | \$33,431                     | \$34,506                     |
| Products:  | 10                           | 10                           |
| Work Hours:  | 330                          | 330                          |
| Product Cost:  | \$3,343.08                   | \$3,450.56                   |
| Work Hours/Product:  | 33.00                        | 33.00                        |

**City of Sunnyvale  
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**Program 247 - Economic Development**

**Service Delivery Plan 24701 - Business Attraction**

|  | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|--|------------------------------|------------------------------|
| <b>Activity 247130 - Assist New Businesses to Obtain City Permit Approvals</b> |                              |                              |
| Product: A Business Assisted   |                              |                              |
| Costs:   | \$38,694                     | \$40,108                     |
| Products:  | 12                           | 12                           |
| Work Hours:  | 435                          | 435                          |
| Product Cost:  | \$3,224.54                   | \$3,342.37                   |
| Work Hours/Product:  | 36.25                        | 36.25                        |
| <b>Totals for Service Delivery Plan 24701 - Business Attraction</b>            |                              |                              |
| <b>Costs:</b>  | <b>\$158,825</b>             | <b>\$163,914</b>             |
| <b>Hours:</b>  | <b>1,465</b>                 | <b>1,465</b>                 |

**City of Sunnyvale**  
**Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24702 - Business Retention**

Provide an environment that encourages businesses to remain in Sunnyvale, by:

- Assisting existing businesses in obtaining City approvals,
- Building positive relationships with local businesses through business visits and business forums,
- Promoting the value of businesses to residents to generate a more business-friendly environment and support for Sunnyvale businesses,
- Organizing events to support businesses and acknowledge business achievements,
- Connecting businesses with the community to increase business involvement with residents and community organizations,
- Identifying and responding to issues that impact the ability of businesses to stay and grow in Sunnyvale, and
- Maintaining a network of city employees, elected officials and business leaders to identify businesses at-risk of relocating outside of Sunnyvale and to serve on action teams to retain these businesses.

**Notes**

**City of Sunnyvale  
Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24702 - Business Retention**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247200 - Assist Existing Businesses to Obtain City Permit Approvals</b> |                              |                              |
| Product: A Business Assisted  |                              |                              |
| Costs:  | \$57,011                     | \$59,095                     |
| Products:   | 30                           | 30                           |
| Work Hours:   | 645                          | 645                          |
| Product Cost:   | \$1,900.37                   | \$1,969.84                   |
| Work Hours/Product:   | 21.50                        | 21.50                        |
| <b>Activity 247210 - Resolve Business Issues and Complaints</b>                     |                              |                              |
| Product: An Issue or Complaint Addressed  |                              |                              |
| Costs:  | \$42,979                     | \$44,296                     |
| Products:   | 200                          | 200                          |
| Work Hours:   | 550                          | 550                          |
| Product Cost:   | \$214.90                     | \$221.48                     |
| Work Hours/Product:   | 2.75                         | 2.75                         |
| <b>Activity 247220 - Conduct Business Forums to Identify Issues</b>                 |                              |                              |
| Product: An Attending Business  |                              |                              |
| Costs:  | \$17,761                     | \$18,273                     |
| Products:   | 60                           | 60                           |
| Work Hours:   | 175                          | 175                          |
| Product Cost:   | \$296.01                     | \$304.54                     |
| Work Hours/Product:   | 2.92                         | 2.92                         |

**City of Sunnyvale  
Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24702 - Business Retention**

|  | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|--|------------------------------|------------------------------|
| <b>Activity 247230 - Conduct Business Visits to Build Positive Relationships with Local Business Community</b> |                              |                              |
| Product: A Business Visit  |                              |                              |
| Costs:   | \$19,201                     | \$19,824                     |
| Products:  | 35                           | 35                           |
| Work Hours:  | 230                          | 230                          |
| Product Cost:  | \$548.60                     | \$566.40                     |
| Work Hours/Product:  | 6.57                         | 6.57                         |
| <b>Activity 247240 - Connect Local Businesses with Public and Private/Non-Profit Assistance</b>                |                              |                              |
| Product: A Service or Program Referred   |                              |                              |
| Costs:   | \$38,920                     | \$39,901                     |
| Products:  | 35                           | 35                           |
| Work Hours:  | 200                          | 200                          |
| Product Cost:  | \$1,111.99                   | \$1,140.02                   |
| Work Hours/Product:  | 5.71                         | 5.71                         |
| <b>Activity 247250 - Promote Value of Businesses to Residents</b>  |                              |                              |
| Product: An Information Article or Promotion Piece   |                              |                              |
| Costs:   | \$36,225                     | \$37,111                     |
| Products:  | 35                           | 35                           |
| Work Hours:  | 270                          | 270                          |
| Product Cost:  | \$1,034.99                   | \$1,060.30                   |
| Work Hours/Product:  | 7.71                         | 7.71                         |

**City of Sunnyvale  
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**Service Delivery Plan 24702 - Business Retention**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247260 - Organize Events to Support and Acknowledge Local Businesses</b>  |                              |                              |
| Product: An Event   |                              |                              |
| Costs:  | \$28,618                     | \$29,288                     |
| Products:   | 2                            | 2                            |
| Work Hours:   | 240                          | 240                          |
| Product Cost:   | \$14,309.01                  | \$14,643.81                  |
| Work Hours/Product:   | 120.00                       | 120.00                       |
| <b>Activity 247270 - Connect Businesses with the Community</b>  |                              |                              |
| Product: A Business Participating In a Community  |                              |                              |
| Costs:  | \$18,146                     | \$18,620                     |
| Products:   | 65                           | 65                           |
| Work Hours:   | 245                          | 245                          |
| Product Cost:   | \$279.17                     | \$286.46                     |
| Work Hours/Product:   | 3.77                         | 3.77                         |
| <b>Activity 247280 - Maintain a Network of City Employees, Elected Officials and Business Leaders to Support City-Wide Economic Development</b> |                              |                              |
| Product: A Work Hour  |                              |                              |
| Costs:  | \$16,051                     | \$16,511                     |
| Products:   | 200                          | 200                          |
| Work Hours:   | 200                          | 200                          |
| Product Cost:   | \$80.25                      | \$82.56                      |
| Work Hours/Product:   | 1.00                         | 1.00                         |

**City of Sunnyvale  
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**Program 247 - Economic Development**

**Service Delivery Plan 24702 - Business Retention**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247290 - Identify/Promote Sunnyvale as a Destination City</b> |                              |                              |
| Product: A Promotional Piece Completed                                    |                              |                              |
| Costs:  | \$34,843                     | \$0                          |
| Products:   | 12                           | 0                            |
| Work Hours:   | 20                           | 0                            |
| Product Cost:   | \$2,903.61                   | \$0.00                       |
| Work Hours/Product:   | 1.67                         | 0.00                         |
| <b>Totals for Service Delivery Plan 24702 - Business Retention</b>        |                              |                              |
| <b>Costs:</b>   | <b>\$309,754</b>             | <b>\$282,918</b>             |
| <b>Hours:</b>   | <b>2,775</b>                 | <b>2,755</b>                 |

**City of Sunnyvale**  
**Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24703 - Research and Support**

Provide leadership for Economic Development to focus on relevant activities to support the business community, by:

- Analyzing economic and demographic data to ensure the City's Economic Development Strategy is focused on current and projected economic cycles,
- Reviewing policies affecting the business climate and business development in the City and recommending revisions or positions on policies to improve Sunnyvale's service delivery to businesses,
- Providing adequate training to Economic Development staff for professional development and to enhance technical skills, and
- Providing administrative support for the Economic Development Program.

**Notes**

**City of Sunnyvale  
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**Program 247 - Economic Development**

**Service Delivery Plan 24703 - Research and Support**

|  | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|--|------------------------------|------------------------------|
| <b>Activity 247300 - Manage Economic Development Program</b> |                              |                              |
| Product: A Work Hour   |                              |                              |
| Costs:   | \$20,415                     | \$21,160                     |
| Products:  | 225                          | 225                          |
| Work Hours:  | 225                          | 225                          |
| Product Cost:  | \$90.73                      | \$94.04                      |
| Work Hours/Product:  | 1.00                         | 1.00                         |
| <b>Activity 247310 - Staff Meetings</b>                      |                              |                              |
| Product: A Meeting Held                                      |                              |                              |
| Costs:   | \$29,670                     | \$30,698                     |
| Products:  | 100                          | 100                          |
| Work Hours:  | 350                          | 350                          |
| Product Cost:  | \$296.70                     | \$306.98                     |
| Work Hours/Product:  | 3.50                         | 3.50                         |
| <b>Activity 247320 - Staff Training and Development</b>      |                              |                              |
| Product: A Training Hour                                     |                              |                              |
| Costs:   | \$11,129                     | \$11,437                     |
| Products:  | 80                           | 80                           |
| Work Hours:  | 80                           | 80                           |
| Product Cost:  | \$139.11                     | \$142.97                     |
| Work Hours/Product:  | 1.00                         | 1.00                         |

**City of Sunnyvale  
Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24703 - Research and Support**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247330 - Monitor Economic Trends to Focus Economic Development Strategies</b> |                              |                              |
| Product: A Report Completed   |                              |                              |
| Costs:  | \$21,693                     | \$22,322                     |
| Products:   | 20                           | 20                           |
| Work Hours:   | 220                          | 220                          |
| Product Cost:   | \$1,084.67                   | \$1,116.08                   |
| Work Hours/Product:   | 11.00                        | 11.00                        |
| <b>Activity 247340 - Address Economic Development Policy Issues</b>                       |                              |                              |
| Product: A Report Completed   |                              |                              |
| Costs:  | \$35,805                     | \$37,072                     |
| Products:   | 4                            | 4                            |
| Work Hours:   | 405                          | 405                          |
| Product Cost:   | \$8,951.14                   | \$9,267.99                   |
| Work Hours/Product:   | 101.25                       | 101.25                       |
| <b>Totals for Service Delivery Plan 24703 - Research and Support</b>                      |                              |                              |
| <b>Costs:</b>   | <b>\$118,711</b>             | <b>\$122,689</b>             |
| <b>Hours:</b>   | <b>1,280</b>                 | <b>1,280</b>                 |

**City of Sunnyvale**  
**Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24704 - Downtown Redevelopment**

Create and implement strategies and programs to stimulate development and investment in the redevelopment area, by:

- Providing administrative support for the Redevelopment Agency (RDA),
- Accurately preparing and filing RDA legal reports with the State of California,
- Informing the public to increase community participation and support for projects and activities within the downtown area,
- Managing development and construction projects within the RDA project area to ensure the projects are in conformance with long-range plans and approved agreements,
- Facilitate the process for the Downtown Parking Maintenance District to involve property owners and businesses, and
- Supporting downtown business organizations to assist them in developing and maintaining programs that will allow them to be self-sufficient.

**Notes**

**City of Sunnyvale  
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**Program 247 - Economic Development**

**Service Delivery Plan 24704 - Downtown Redevelopment**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247400 - Manage Redevelopment Agency</b>  |                              |                              |
| Product: A Work Hour  |                              |                              |
| Costs:  | \$50,133                     | \$52,038                     |
| Products:   | 515                          | 515                          |
| Work Hours:   | 515                          | 515                          |
| Product Cost:   | \$97.35                      | \$101.05                     |
| Work Hours/Product:   | 1.00                         | 1.00                         |
| <b>Activity 247410 - Prepare RDA Legal Reports</b>  |                              |                              |
| Product: A Report   |                              |                              |
| Costs:  | \$6,720                      | \$6,955                      |
| Products:   | 3                            | 3                            |
| Work Hours:   | 80                           | 80                           |
| Product Cost:   | \$2,240.15                   | \$2,318.35                   |
| Work Hours/Product:   | 26.67                        | 26.67                        |
| <b>Activity 247420 - Manage Project Development and Construction within the Redevelopment Agency Project Area</b> |                              |                              |
| Product: A Work Hour  |                              |                              |
| Costs:  | \$92,768                     | \$78,586                     |
| Products:   | 825                          | 675                          |
| Work Hours:   | 825                          | 675                          |
| Product Cost:   | \$112.45                     | \$116.42                     |
| Work Hours/Product:   | 1.00                         | 1.00                         |

**City of Sunnyvale  
Program Performance Budget**

**Program 247 - Economic Development**

**Service Delivery Plan 24704 - Downtown Redevelopment**

|   | <b>2006/2007<br/>Adopted</b> | <b>2007/2008<br/>Adopted</b> |
|---|------------------------------|------------------------------|
| <b>Activity 247430 - Inform Public About Redevelopment Program and Activities</b> |                              |                              |
| Product: An Information Article or Update   |                              |                              |
| Costs:  | \$12,822                     | \$13,193                     |
| Products:   | 20                           | 20                           |
| Work Hours:   | 160                          | 160                          |
| Product Cost:   | \$641.11                     | \$659.64                     |
| Work Hours/Product:   | 8.00                         | 8.00                         |
| <b>Activity 247440 - Support Downtown Business Organizations</b>                  |                              |                              |
| Product: A Work Hour  |                              |                              |
| Costs:  | \$14,840                     | \$15,383                     |
| Products:   | 170                          | 170                          |
| Work Hours:   | 170                          | 170                          |
| Product Cost:   | \$87.29                      | \$90.49                      |
| Work Hours/Product:   | 1.00                         | 1.00                         |
| <b>Activity 247450 - Manage Downtown Parking Maintenance District</b>             |                              |                              |
| Product: A Work Hour  |                              |                              |
| Costs:  | \$9,607                      | \$9,958                      |
| Products:   | 110                          | 110                          |
| Work Hours:   | 110                          | 110                          |
| Product Cost:   | \$87.33                      | \$90.53                      |
| Work Hours/Product:   | 1.00                         | 1.00                         |
| <b>Totals for Service Delivery Plan 24704 - Downtown Redevelopment</b>            |                              |                              |
| <b>Costs:</b>   | <b>\$186,891</b>             | <b>\$176,114</b>             |
| <b>Hours:</b>   | <b>1,860</b>                 | <b>1,710</b>                 |

**City of Sunnyvale**  
**Program Performance Budget**

**Program 247 - Economic Development**

|                               |               | <b>2006/2007</b> | <b>2007/2008</b> |
|-------------------------------|---------------|------------------|------------------|
|                               |               | <b>Adopted</b>   | <b>Adopted</b>   |
|                               |               | <hr/>            | <hr/>            |
| <b>Totals for Program 247</b> | <b>Costs:</b> | <b>\$774,181</b> | <b>\$745,634</b> |
|                               | <b>Hours:</b> | <b>7,380</b>     | <b>7,210</b>     |